

# Discover how you can appeal to the \$43 billion tween market

## TWEEN SENSIBILITY, SPENDING AND INFLUENCE

By Larissa Faw and The Editors of EPM Communications

epm

### DID YOU KNOW:

- ▶ Two thirds of tweens watch online video — five times as many as in 2009.
- ▶ More than a quarter of tweens have cell phones.
- ▶ Tween spending on videogames soars at age 9.
- ▶ More than a quarter of tweens download music or video from free sites.
- ▶ Nearly a quarter of tweens have received at least \$500 as a gift.

34 pages

Published September 2010

Print & Single-User PDF \$299  
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## Tween Sensibility, Spending And Influence

Discover how much spending money tweens have, where it comes from and what they spend it on. Learn how much they get as gifts, when parents think their tweens should start working "odd jobs," and how kids budget their own money and influence their parents' spending.

With data from 34 sources, you'll see just how digitally-savvy today's tweens are as well as which child-like behaviors they cling to, and what behaviors they adopt when aspiring to be older. You'll also learn the strategies and tactics apparel, entertainment, toy and other companies use to engage tweens.

**TECHNO TWEENS**  
Parents Outline The Most Appropriate Ages For Children To Get Their Own Tech Gadgets, Electronics

**Exhibit 1.13**  
TWEENS' AND TEENS' ONLINE COMMUNICATION BY AGE GROUP 2010

Activity	13-14 (20%)	15-16 (20%)	17-18 (20%)
Total Primary and Email	55%	77%	77%
Social networking	42%	67%	67%
Chat with friends	26%	46%	46%
Instant messaging	21%	36%	36%
Post or personal blogs	7%	16%	16%
Chat with strangers	1%	1%	1%
Use instant-messaging tools	1%	1%	1%

**Exhibit 1.14**  
TWEENS' KID INTERNET USERS UNDER 15 MOST REGULARLY VISIT

Website	Percentage
YouTube	25%
Nick.com	15%
Nick.com	12%
Google.com	12%
Facebook	11%
Wikipedia	10%
DisneyChannel.com	9%
Wikipedia	9%
CartoonNetwork	8%
PEWdie	8%
Runo	8%
Myspace	7%
Chatterbox	7%
Yahoo! Games, music, video	6%
Google (games, music, video)	5%
MySpace.com	4%
AddictingGames	4%
BarbieBarbie.com	4%
Pop	4%
Disney Toy Store	3%
Wii	3%

**GATEKEEPERS KEEP A DISTANCE**  
Moms of Tweens Share Similar Taxes, Behaviors

**What Youth Watch On TV And Visit Online**

**TOP INFLUENCERS ON APPAREL PURCHASES: MOMS OF TWEENS VS. ADULTS**

Category	Moms of Tweens	Adults
Word of mouth	72%	60%
Family members	67%	57%
Direct mail	57%	47%
Magazines	57%	47%
Advertising	57%	47%
Word of mouth	57%	47%
Family members	57%	47%
Direct mail	57%	47%
Magazines	57%	47%
Advertising	57%	47%

**Tap into a wealth of research to better understand today's tweens**



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# Tween Sensibility, Spending And Influence

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Heelys Revamps Image



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